

FIG. 1 is a perspective view of a rectangular box 10. The box has a front door 36 that is open, revealing a circular label 38. The label 38 features the names "Carla" and "Jennifer" and a small portrait of a person. The door 36 is hinged at the bottom 36a and has a latch 36b. The box is labeled 50.

FIG. 3

10

34

36a

36b

38a

38

40

42

44

46

50

52

54

56

24d

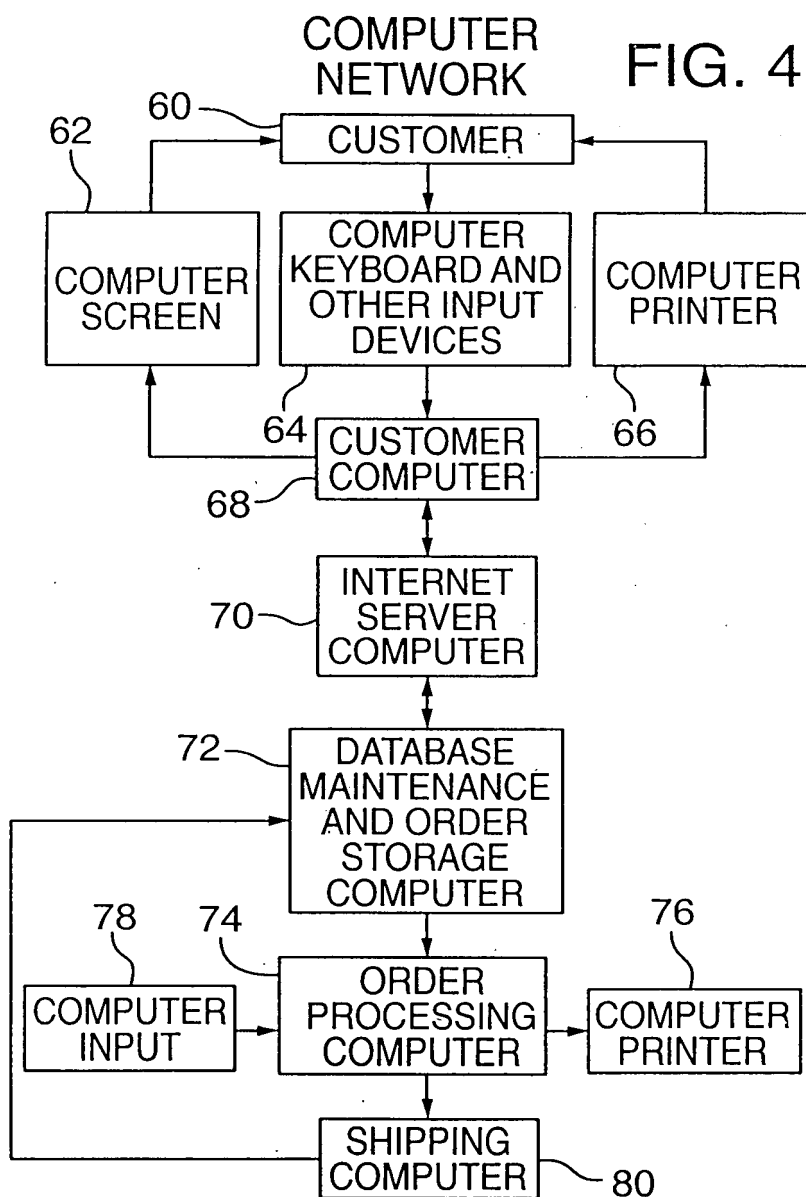
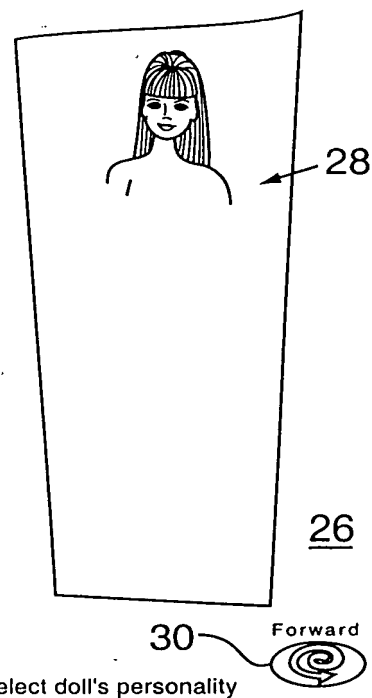
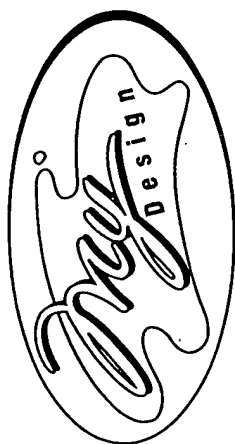


FIG. 8







Personalize your own friend of Barbie doll!

Make your selections

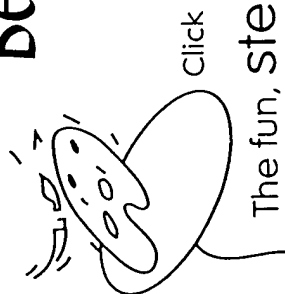
and we will custom-make a beautiful doll
especially for you!

Ready, Set, Be Creative

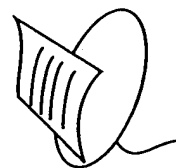
You can choose her:

- Look
- Eye color
- Hairstyle
- Hair color
- Fashions
- Accessories
- Personality

Thousands of
combinations!

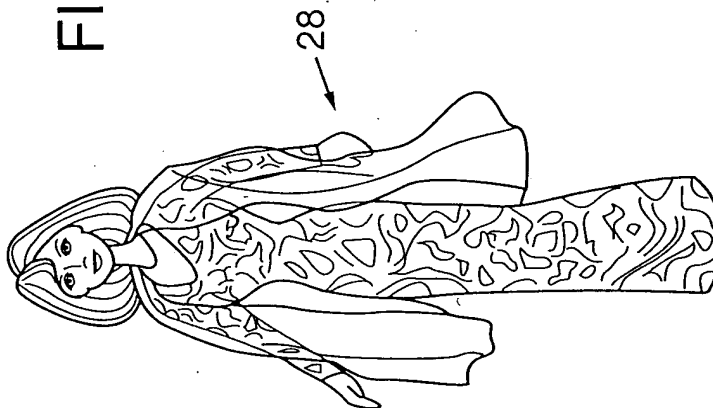


30d

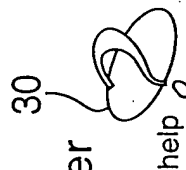


30c

FIG. 6

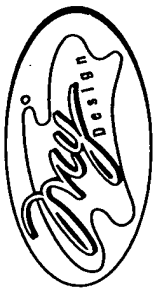


26



Made for Jennifer

FIG. 7



Click

to select her

- Face
- Hairstyle
- Hair Color
- Eye Color

Then Click

Forward

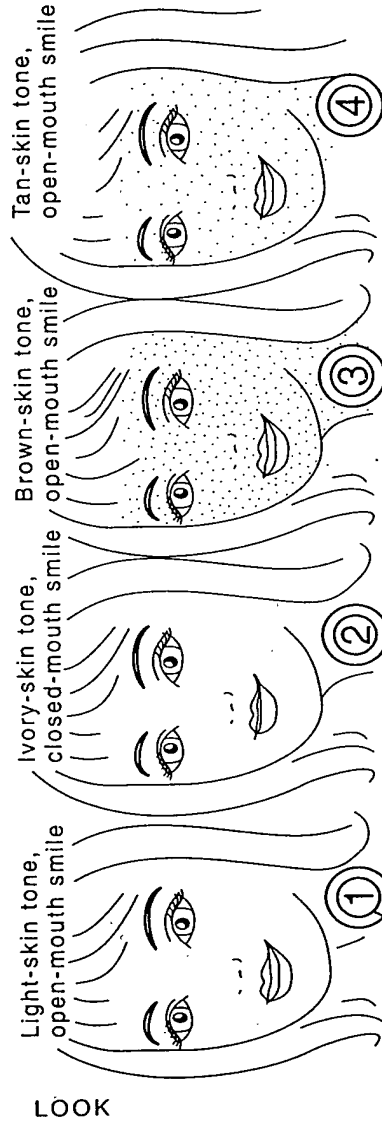
to select her

- Fashion
- Accessory Set
- Personality

Back

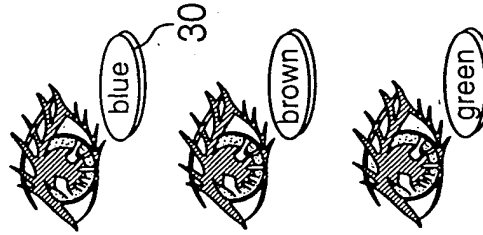


30

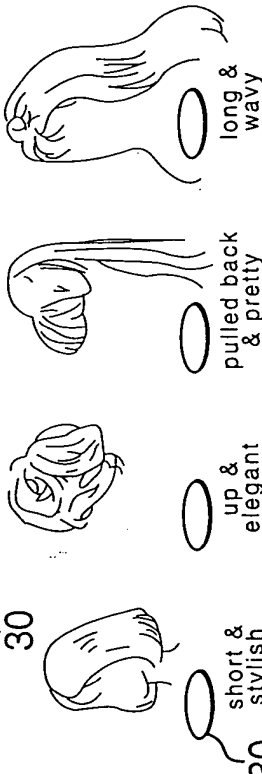


LOOK

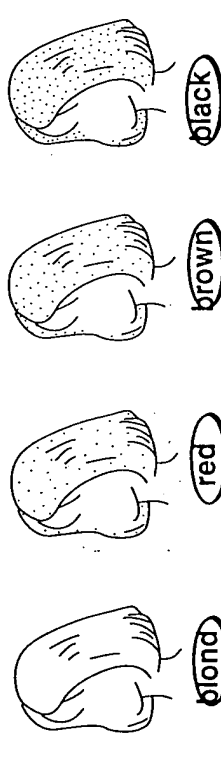
EYE COLOR



HAIRSTYLE



HAIR COLOR



Forward



to choose doll's fashion and accessory set

26

30

7/16

FIG. 9

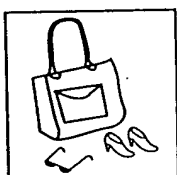


To help us create your doll's personality profile, please tell us:

Maximum 22 letters and spaces in blanks below
please do not use all capital letters

26

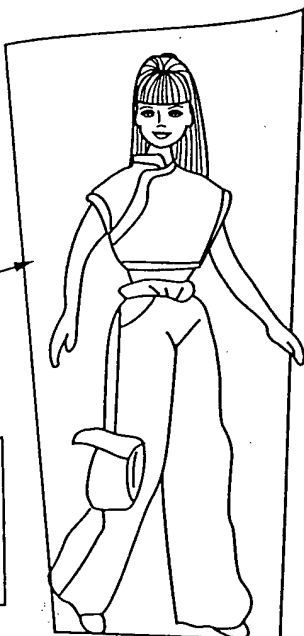
28



Back

30

to change selections



Your Name:

Doll's Name:

Is this a gift for someone else? Yes ☐ No ☒

has sparkling blue eyes and pulled back & pretty brown hair. She is wearing her new Cool Jeans Outfit with City Shopper accessories. Her

birthday is in . She lives in 30

, and spends a lot of time

. She's interested in

, loves to

and enjoys being with . is a special friend of Barbie, and is personalized by you,!

30 Forward
Well Done!

FIG. 10

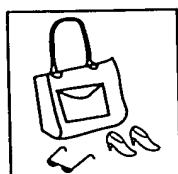


To help us create your doll's personality profile, please tell us:

Maximum 22 letters and spaces in blanks below
please do not use all capital letters

26

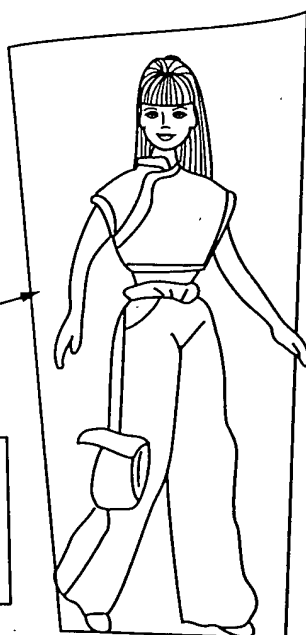
28



Back

30

to change selections



Your Name: Chuck

Doll's Name: Carla

Is this a gift for someone else? Yes ☒ No ☐

If yes,
for whom? Jennifer

Carla has sparkling blue eyes and pulled back & pretty brown hair. She is wearing her new Cool Jeans Outfit with City Shopper accessories. Her

birthday is in . She lives in

, and spends a lot of time

. She's interested in

, loves to

and enjoys being with

Carla is a special friend of Barbie, and is personalized by you, Chuck! 30

30 Forward
Well Done!

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FIG. 11

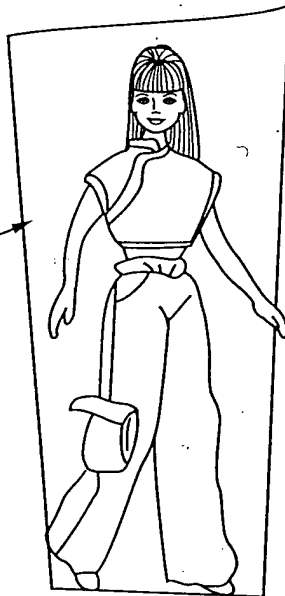
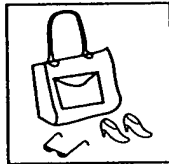
Carla, a friend of Barbie

by Chuck



26

28



Back



30 to change selections



Print
Click here to print this screen
to keep and show your friends
and family

30



Start Over
Click here to play
again and personalize
another doll!

30



Order
Click here to
purchase the doll you've
just personalized!
•Must be 18 or over. Currently available
only in the contiguous 48 U.S. states

30



To Personalize your doll:

1. Give her a name
2. Select her look
3. Select her eye color
4. Select her hairstyle
5. Select her hair color
6. Select her fashion
7. Select her accessory set
8. Select her personality



Then see your
finished doll
on the screen!

Change your mind as often
as you like until you have the
perfect doll for you!

Back



30

To help us create your doll's
personality profile, please tell us:

Maximum 22 letters and spaces in blanks below
please do not use all capital letters

Your Name:

Doll's Name:

Is this a gift for someone else? Yes ☐ No ☒

26

FIG. 12

30

Forward



to select doll's look

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Select Clara's
look.

FIG. 13

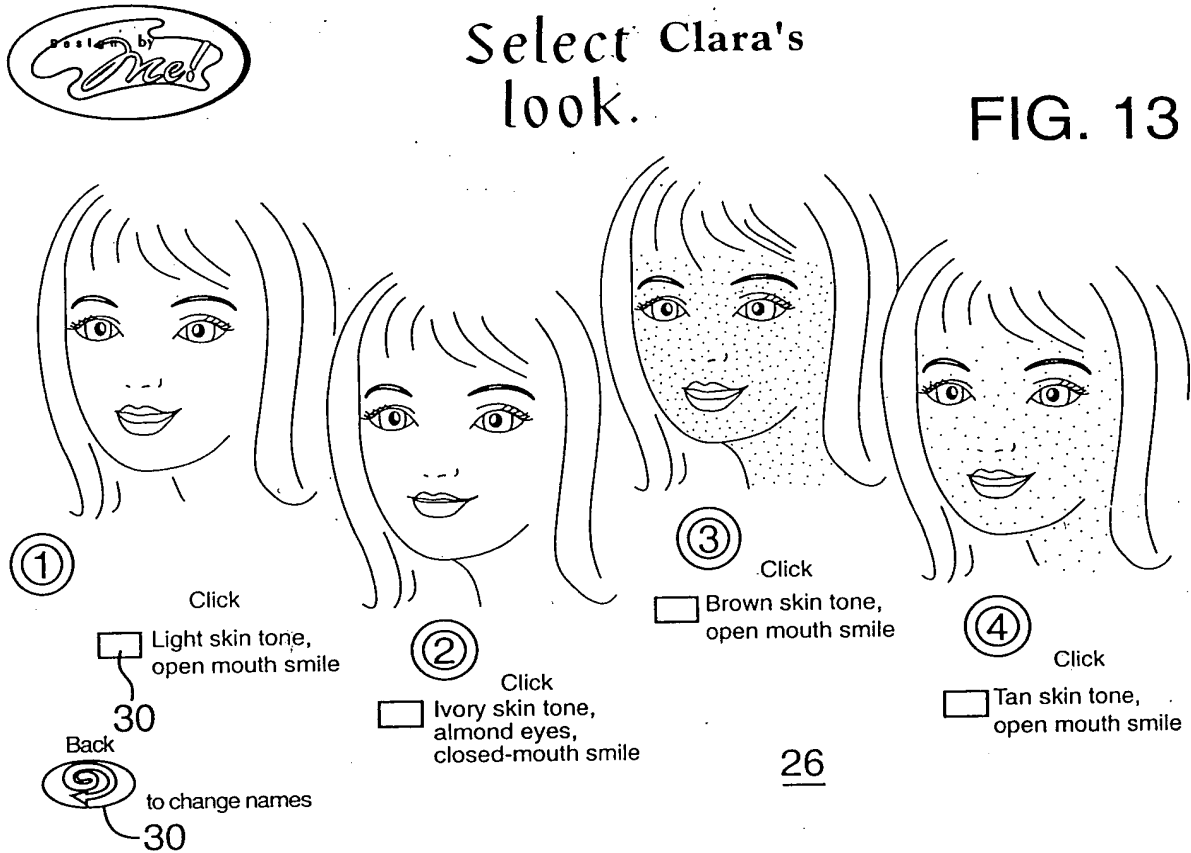
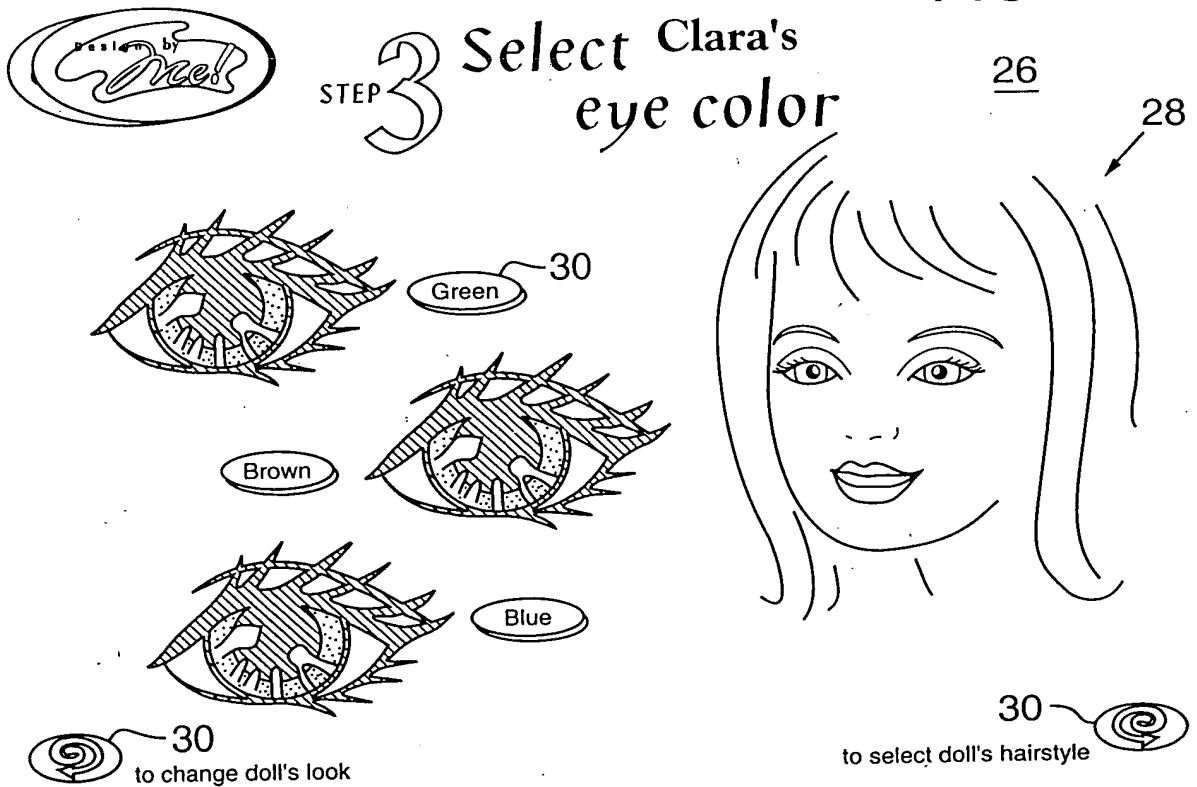


FIG. 14

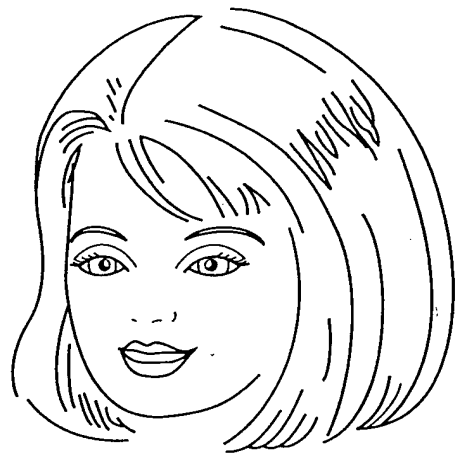
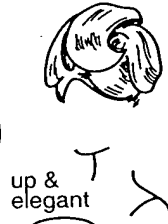
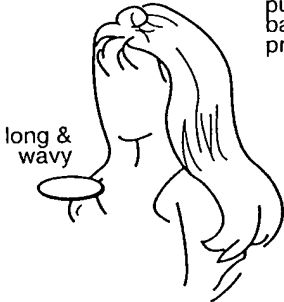
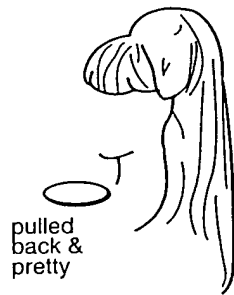
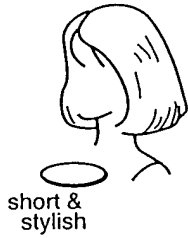


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FIG. 15



STEP 4 Select Clara's hairstyle.

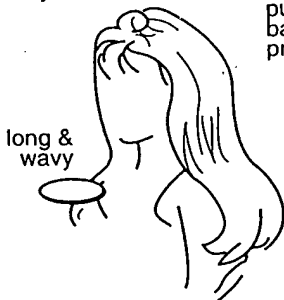
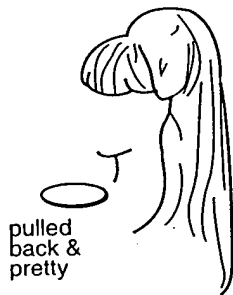


26



STEP 4 Select Clara's hairstyle.

FIG. 16



26



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STEP 5 Select Clara's hair color.

FIG. 17

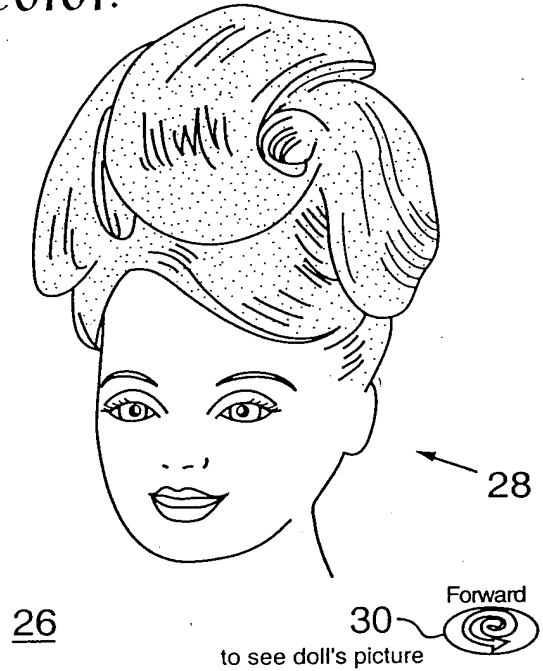
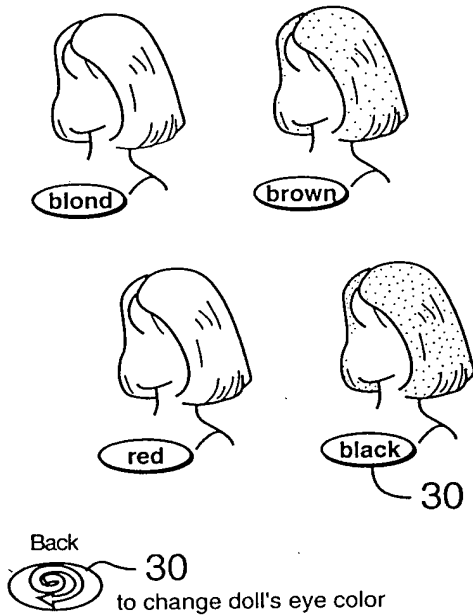
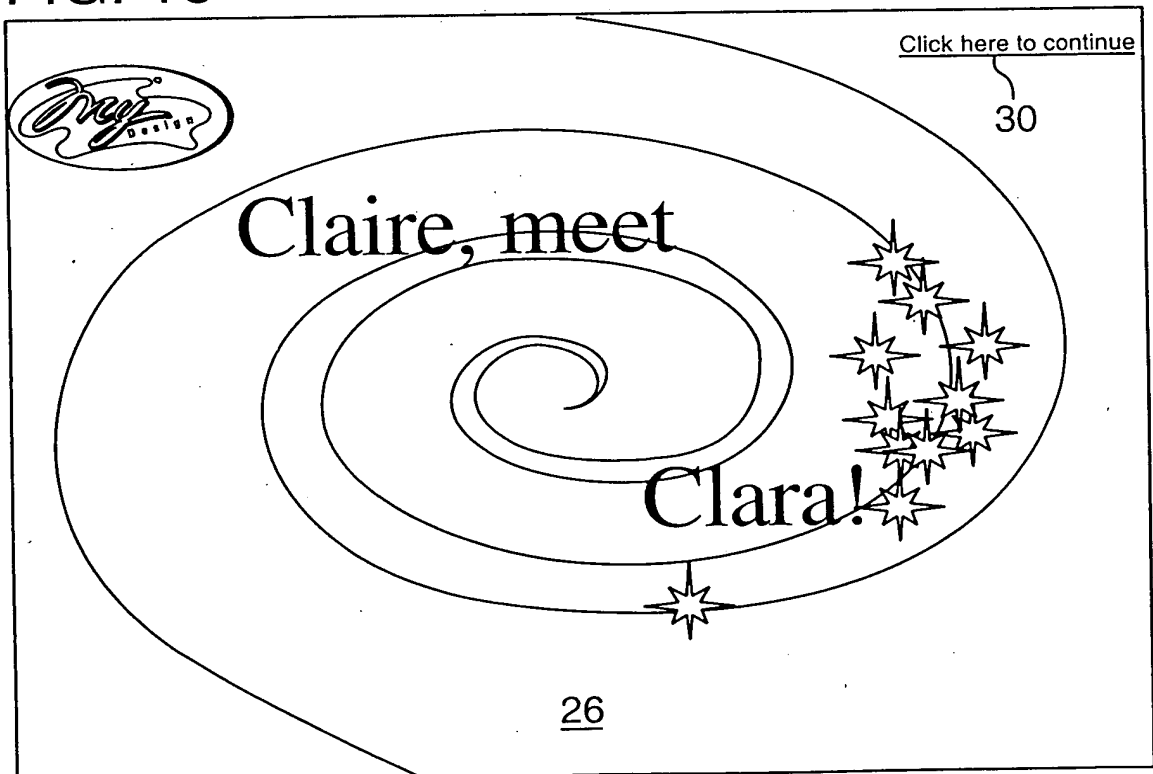


FIG. 18



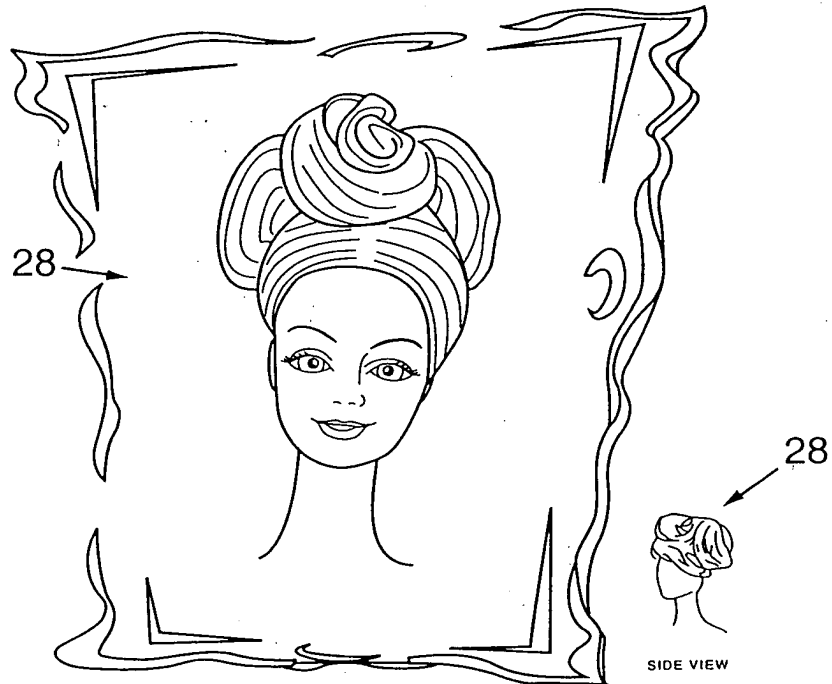
12/16



Introducing Clara

FIG. 19

26



Back 30 to change her step-by-step

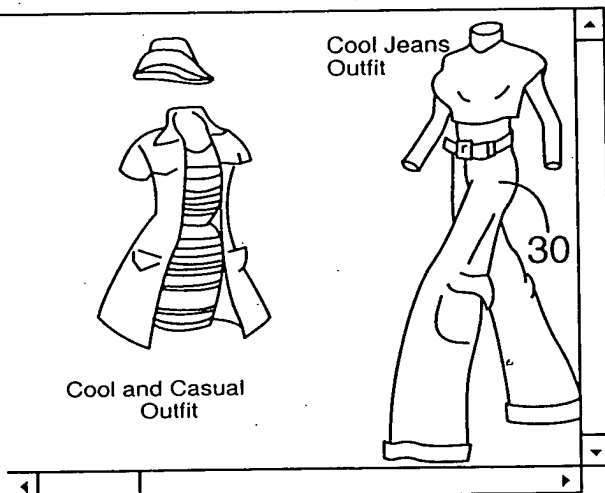
Forward 30 to select a fashion



STEP 6 Select Clara's fashion!

FIG. 20

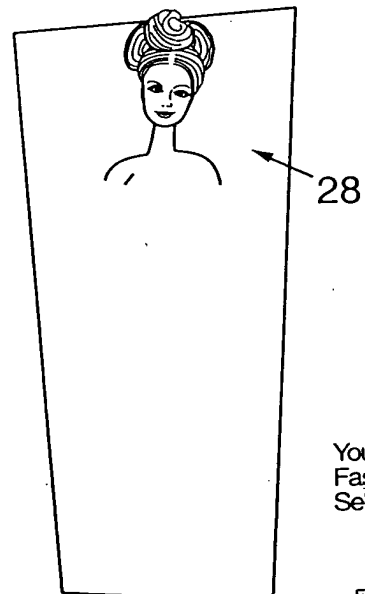
What will she wear? Select a complete outfit*



Back 30 to see doll's picture

Scroll sideways for more fashions!

26



Forward 30 to add accessories

Your Fashion Selection

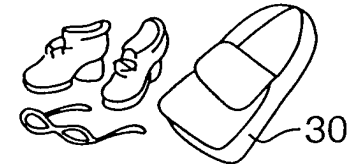
FIG. 21



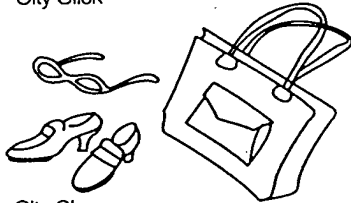
STEP 7

Select an accessory set for more fashion fun!

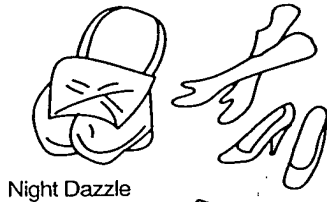
26



City Slick



City Shopper

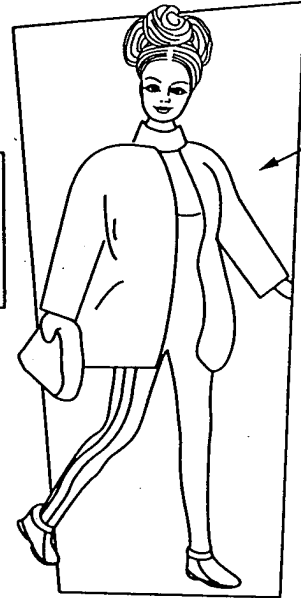
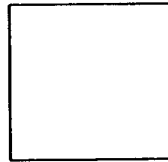


Night Dazzle

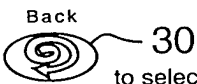


Purple Passion

Your Selection



28



to select a different fashion



to select your doll's personality

FIG. 22



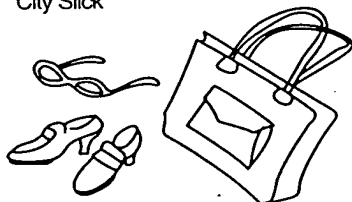
STEP 7

Select an accessory set for more fashion fun!

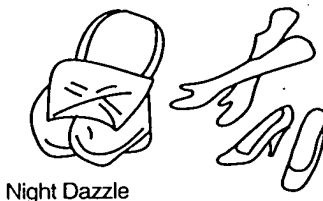
26



City Slick



City Shopper



Night Dazzle



Purple Passion

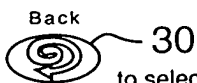
Your Selection



28



28



to select a different fashion



to select your doll's personality



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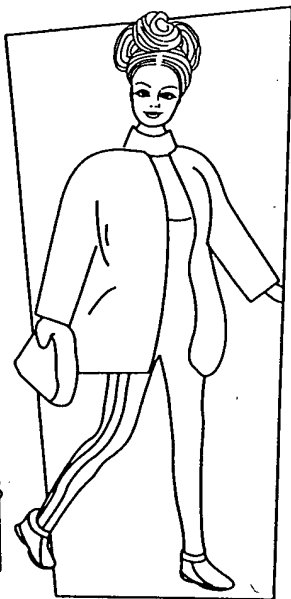
FIG. 23

STEP

8

Select Clara's personality

28



Back

30

to change accessories

26

Clara has sparkling green eyes and up & elegant red hair. She is wearing her new Weekend Style Outfit with Night Dazzle accessories. Her birthday is in . She lives in and spends a lot of time

She's interested in , loves to and enjoys being with . Clara is a special friend of Barbie, and is personalized by you, Claire!

You may change her:

- ☐ Look
- ☐ Eye Color
- ☐ Hairstyle
- ☐ Hair Color
- ☐ Fashion
- ☐ Accessory Set

30e

30

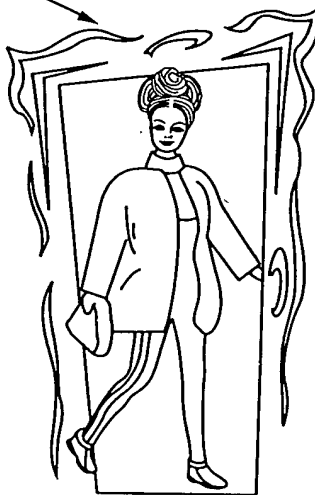
Well Done!

Forward

**Order Confirmation Registration**

Please confirm your choices:

28



1. Doll name: Clara
2. Customer name: Claire
3. Doll's look: Tan skin tone, open-mouth smile
4. Eye color: green
5. Hair color: red
6. Hairstyle: up & elegantNight Dazzle
7. Fashion: Weekend Style outfit
8. Accessory Set: Night Dazzle

9. Doll Personality: Clara has sparkling green eyes and up & elegant red hair. She is wearing her new Weekend Style Outfit with Night Dazzle accessories. Her birthday is in July. She lives in a big city, and spends a lot of time caring for animals. She's interested in science, loves to do gymnastics and enjoys being with her cat. Clara is a special friend of Barbie, and is personalized by you, Claire!

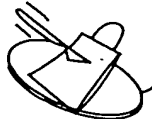
26

FIG. 24



30f

Already Registered
Click here to enter the
Mattel Store



30g

New Registration
Register now to place
your order.

Back

30

to finished doll

FIG. 25

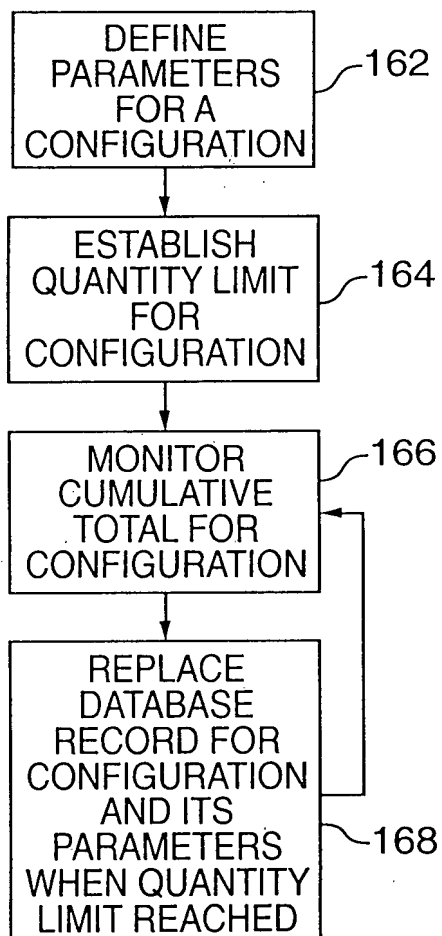
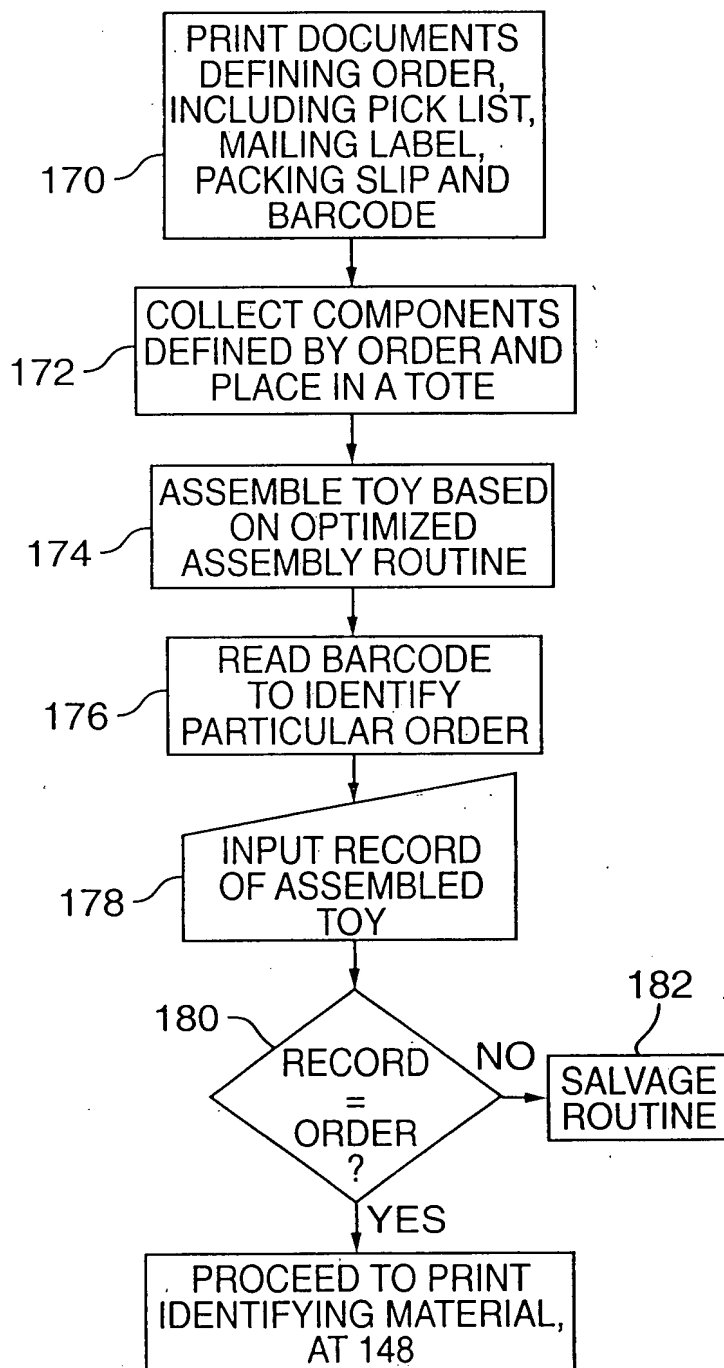
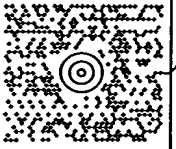





















DATABASE
MAINTENANCE

FIG. 26

MANUFACTURING



16/16

Design 2850 Earhart Court Hebron KY 41048		1 OF 1		90													
SHIP Chelsea Caballero		84		马尾													
TO: 49-Pamela Court				86													
West Seneca NY 14224-																	
<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;">  </div> <div style="width: 40%; text-align: center;"> (420) SHIP TO POSTAL CODE 92  92 (420) 14224- </div> <div style="width: 20%; text-align: right;"> 92 </div> </div>																	
UPS GROUND TRACKING# 1Z 181 228 03 0000 1512																	
 <div style="float: right; padding-right: 20px;">90</div>																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> 96  94 21803-6226 </td> <td style="width: 50%; padding: 5px;">  94b 19263-9109 </td> </tr> <tr> <td style="padding: 5px;"> 头仔: 绿眼杜丽莎 </td> <td style="padding: 5px;"> 身仔: 杜丽莎 </td> </tr> <tr> <td style="padding: 5px;">  2 21804-9519 </td> <td style="padding: 5px;">  4 21803-5049 </td> </tr> <tr> <td style="padding: 5px;"> 衫款: 粉红短裙 </td> <td style="padding: 5px;"> 附件: 珠片银包 </td> </tr> <tr> <td style="padding: 5px;">  4 0068-0340/ </td> <td style="padding: 5px;">  1 21803-9309 </td> </tr> <tr> <td style="padding: 5px;"> 发色: 红发 </td> <td style="padding: 5px;"> 发型: 马尾 </td> </tr> </table>						96  94 21803-6226	 94b 19263-9109	头仔: 绿眼杜丽莎	身仔: 杜丽莎	 2 21804-9519	 4 21803-5049	衫款: 粉红短裙	附件: 珠片银包	 4 0068-0340/	 1 21803-9309	发色: 红发	发型: 马尾
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衫款: 粉红短裙	附件: 珠片银包																
 4 0068-0340/	 1 21803-9309																
发色: 红发	发型: 马尾																
Print date 08/25/1998																	
98																	
 1-800-628-3614		S Chelsea Caballero H 49-Pamela Court I P West Seneca, NY 14224- T O TRK# 1Z 181 228 03 0000 1512															
		88		90													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Order #</td> <td style="width: 10%;">Qty</td> <td style="width: 15%;">ID#</td> <td style="width: 15%;">Proc Date</td> <td colspan="2" style="width: 35%;">Name: Jenna</td> </tr> <tr> <td>151-1</td> <td>1</td> <td>21804-9CJR</td> <td>08-26-1998</td> <td colspan="2">Designer: Chelsea</td> </tr> </table>						Order #	Qty	ID#	Proc Date	Name: Jenna		151-1	1	21804-9CJR	08-26-1998	Designer: Chelsea	
Order #	Qty	ID#	Proc Date	Name: Jenna													
151-1	1	21804-9CJR	08-26-1998	Designer: Chelsea													
Return Policy Your satisfaction is completely guaranteed. If you are not 100% satisfied with this product, you may return your purchase within 30 days for a refund of the purchase price. For your protection, please use UPS or Insured Parcel Post for return shipment. Please indicate the reason below and return to: Design 2850 Earhart Court, Hebron KY 41048 REASON FOR RETURN: _____ _____ _____				Chelsea Caballero 49-Pamela Court West Seneca, NY 14224- TO: Design 2850 Earhart Court Hebron, KY 41048													

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FIG. 27